

# Strawberry Fields Forever

A crop of elite Indian farmers are inviting guests on day trips to their organic farms – paid or free – to sit with them to pick fresh exotic vegetables and fruits like Vine sorrel and succulent pomelos. **Varuni Khosla & Sreeradha D. Basu** report



Guests visit these farms to learn about a healthier way of living – and appreciate the farm and organic produce

Documentary filmmaker Vaibhav Arora was exploring ways to increase his “green quotient” when he stumbled upon the website of an organic farm 160 km outside Pune.

A visit to the Two Brothers Farm – run by Satyajit and Ajinkya Hange, who left their corporate jobs and went back to basics, creating an organic farm – was a huge revelation, says Arora.

“I learnt that in big cities, our air, water and food are completely contaminated. What we’re eating is poison,” says Arora. His visit made him a complete organic food convert.

Arora is among the 600-odd people who’ve reached out to the Hange brothers to come to the farm either for a visit for day or two. The brothers allow it, with a caveat: guests must help out at the farm for a few hours a day. The food is on the house, and there is an option of a basic farm stay. The itinerary includes a visit to the cow sheds, mulching, multi-cropping and food forests.

Like the Hange brothers’ farm, several like Tjara Organic Farm in Rajasthan, The Prodigal Farms in Noida, The Farm In Chennai, Krishi Cress in Delhi and SRC Farms outside Kolkata, offer people visits.

People across age categories have an opportunity via either free or paid visits to these farms to come and learn about a healthier way of living – and better appreciate the farm and organic produce.

In the last two years alone, Satyajit says 300 people have come to visit them. The response is so overwhelming that the duo

is considering making this a separate revenue stream. They hope to economise this and the segment can give them a revenue up to ₹ 45 lakh a year. Similarly, Tjara gets about 260 visitors a year.

Farm schooling for little children: farm-to-table pop-up events, workshops on learning to grow vegetables, art-culture workshops at The Prodigal Farms in Noida offers it all. Founded by former consultant Puneet Tyagi and LSE-grad Neha Bhatia, the two have an open-farm policy since 2017 and see as many as 100 visitors a week. The Farm In Chennai has a free 20-minute walk for its customers. Winters are peak season for visitors

and revenues can go up to ₹ 3 lakh a month just from agro-tourism, says Bhatia. School children, who learn about various aspects of farming, are charged ₹ 200 per head, including lunch, while visitors for the pop-ups pay about ₹ 1450 for seven-course meals that feature purple sweet potatoes and agathi, a vegetable hummingbird.

The Prodigal Farms has tie-ups with over 20 schools and universities including Ambedkar and Ashoka. The farm teaches a lot: fashion students come to draw inspiration from nature, design students to learn about sustainable architecture; culinary students to cook responsibly.

The interest isn’t surprising. India has the largest number of organic producers in the world, according to the World of Organic Agriculture Report 2018. It has 8.35 lakh certified organic producers.

Even the farmers who don’t charge are benefiting because of the growing awareness through the visits. It makes commercial sense, especially as they get to convert many more people to a healthier way of life, and often, in the process, making customers out of them. They also sell their produce in local farmers markets.

The Tjara Organic Farm farm charges ₹ 2800 per person for a visit and promises a simple meal cooked from their produce. The farm also has a tie up with Delhi’s Andaz Hotel if their guests want to come over.

Similarly, the Hyatt Regency in Delhi says the company wants its diners to feel a local connect and often organises farm tours for its patrons to a private farm in Chattarpur which grows 100 vegetables and fruits like oyster mushrooms, khul khul, swiss chard, curly kale, blue tomatoes, purple capsicum, purple cauliflower and watercress.

A third hotel, ITC Grand Bharat outside Delhi, has a private farm in its hotel where it offers a similar experience to guests at ₹ 5,000 plus taxes.

SRF Farms, Eastern India’s largest automated dairy, located about 65 kilometres from Kolkata, is home to about 350 Holstein Friesian cows. Harsh Bihani, its director, says that while he is flooded with queries from people wanting to visit, going forward he intends to have children only over the age of seven because he wants people who are genuinely interested in the experience.

So far, over 20 groups and many individuals have visited and Bihani says he is also getting queries from schools in Kolkata. He doesn’t charge any money.

“There’s a lot to learn here about nutrition and hygiene,” he says. Other than the merits of healthy eating, he also wants to educate people about rural life, he says.

At Tjara, co-founder Sneha Yadav, says the farm gets all sorts of guests. Students from schools, college, chefs, young parents who want to show their children how clean food is grown and how much hard work goes in growing their food also troop in.

# The Culture of Report Cards

We talk about equality, but we end up creating a hierarchy based on contribution, on possession, on property



**DEVDUPT PATTANAİK**  
Author of Business Sutra

Every child around the world is now living in a culture of report cards. He is continuously being measured for his abilities by his teachers and his parents: Is he good? Is he better? Is he the best? Is he bad? Is he worse? Is he the worst? Is he at the top of the class? Is he at the bottom of the class? His intelligence quotient is being measured. His emotional quotient is being measured. His athletic ability is being measured. His skills are being measured. His attitude is being measured.

Based on these measurements, his life is decided for him. He gets access to opportunities based on the report card. When he takes up a job, he is again measured – every quarter, every year – based on the appraisal system, found in each and every corporation. It defines his growth, his recognition, his reward. Thus, he is surrounded by people who are all trying to get the prize. This makes them highly competitive, creating a system where there is no collaboration, because there can be only one winner, not all.

We talk of a culture of collaboration, but it cannot exist in a culture that is based around competition, nurtured by the report card. You have the celebrity list of the richest and the most powerful people in the world. You are on top of that list. Why would you want to be, in the following year, near the bottom, or at a lower level of the list? Also, in order to stay at the top of the list, you have to keep generating and clinging on to more wealth and power. In other words, such popular lists of rich and powerful people create a culture which does not allow for generosity and delegation. You always want to remain on top of the game. The

rich, therefore, keep getting richer and the powerful, more powerful, unwilling to pass it on to the next generation, refusing to accept that there is an expiry date.

We want the rich to be charitable, but why would someone give away his wealth if that means he will slip down Forbes’ list. Bill Gates is heard today only because he has a very high bank balance. No matter how much charity he does, that status remains. If that bank balance did not exist with him, nobody would look at him. He is fully aware of this. Therefore, he has to balance his charitable deeds with his personal wealth.

In India, we have the Bharat Ratna and the Padma Bhushan awards that the state bestows on people that it believes have greatly contributed to the land. In doing so, a select few people are given more value than others, and the contribution of everybody else is ignored. So, the man who cleans the sewer in your city will never get the Bharat Ratna because his contribution is not considered important. Although his contribution is what keeps the plumbing system in your house running clean. He

doesn’t matter as much as a Bollywood dancer, singer or actor, who has entertained you rather than kept your toilet clean, because we are told that the sewer cleaners work is replaceable and so he is replaceable, while the dancer and the singer and the director are not. This makes them so special that they deserve a special award. In other words, we talk about equality, but we end up creating a hierarchy based on contribution, on possession, on property.

Report cards create hierarchy, whether we like it or not. Nobody can be objective about it. Ask any person at the top of the class. While he gets access to many benefits, he also has to deal with the envy of friends, the isolation that follows, because nobody likes him. Many schools create scholar batches for the smart students and mediocre students are left behind, creating lifelong enmity that creates psychological scars that lead to psychopathic behaviour later in life. It is something that every psychologist and psychiatrist knows, but can do nothing about it; because they

don’t play a role in policy making. In Hindu philosophy, to compare is to create the world of Maya, the world of delusions where something is better, higher, lower. This world of comparison is not real because nature is not based on comparison. It is based on survival. The principle of nature is not in being better than others, but in being agile and adaptable to changing circumstances so that you survive. It doesn’t matter, if you are the biggest tree, or the smallest worm. What matters is whether you survive. Nature favours no one. Humans would like to believe that they will always form the top of the food chain. This is human delusion at work, not wisdom.



# Foxconn to Make Face Masks Alongside iPhones in China

Taipei: Foxconn will start manufacturing surgical face masks alongside Apple products at its Shenzhen factory, the world’s biggest contract electronics maker announced Thursday in response to the deadly novel coronavirus outbreak.

“Face masks are now the standard equipment in our fight against the epidemic,” said Foxconn’s 1200-word statement on its official WeChat social media site.

“Every second counts in this battle, the sooner we can ensure a supply of these goods, the sooner we can stop the epidem-

ic, save lives and get through these difficult times.”

Also known by its official name Hon Hai Precision Industry, Foxconn assembles Apple’s iPhones as well as gadgets for other international brands.

The company’s vast network of factories in China are set to resume operations on February 10 after an extended Lunar

New Year holiday caused by the coronavirus outbreak in Wuhan which has since reached than 20 countries.


“We have succeeded in the test production and are applying for certification. We anticipate being able to produce 20 million masks by the end of February,” according to the Foxconn statement.

The spread of the disease has already prompted China’s foreign ministry to appeal to the international community for donations in medical supplies – including surgical face masks, protective

clothing and safety goggles. The number of confirmed infections in Mainland China has now surpassed 31,000 cases and resulted in more than 636 deaths.

The virus is also set to have an impact on international supply chains and manufacturing given China’s lynchpin role in the global economy.

Foxconn now projects a sales increase of one to three percent this year, down from a January forecast of three to five percent, chairman Young Liu told Bloomberg News.



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**Extract of Unaudited Standalone and Consolidated Financial Results for the Quarter and Nine Months ended December 31, 2019**

(Rs. in lakhs)

Sl. No.	Particulars	Standalone		Consolidated			
		Quarter ended 31.12.2019	Nine Months ended 31.12.2019	Quarter ended 31.12.2018	Quarter ended 31.12.2019	Nine Months ended 31.12.2019	Quarter ended 31.12.2018
1	Total Income from Operations	78811	236707	69017	79722	238933	69733
2	Net Profit/(Loss) for the period (before Tax, Exceptional and/or Extraordinary items)	14558	44973	11572	15079	45769	12021
3	Net Profit/(Loss) for the period before tax (after Exceptional and/or Extraordinary items)	14558	44973	11572	15079	45769	12021
4	Net Profit/(Loss) for the period after tax (after Exceptional and/or Extraordinary items)	10943	33962	7846	11398	34611	8190
5	Total Comprehensive Income for the period [Comprising Profit/(Loss) for the period (after tax) and Other Comprehensive Income (after tax)]	10639	33159	7716	12466	34320	8580
6	Equity Share Capital	1040	1040	1040	1040	1040	1040
7	Basic and Diluted Earnings per Share (of Rs.2 each) (Rs.) (*not annualised)	21.05*	65.32*	15.09*	21.92*	66.58*	15.76*

Notes:

- The above is an extract of the detailed format of Statements of Unaudited Standalone and Consolidated Financial Results for the Quarter and Nine Months ended December 31, 2019 (“These Results”) filed with the Stock Exchanges under Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. These Results and this extract were reviewed by the Audit Committee and approved by the Board of Directors of the Company at the meeting held on February 7, 2020. These Results are available on the Company’s website (www.godfreyphillips.com) and on the websites of National Stock Exchange of India Limited (www.nseindia.com) and BSE Limited (www.bseindia.com).
- The Limited Review, as required under Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, has been completed on These Results by the Statutory Auditors, who have issued unqualified review reports and the same have been filed with the Stock Exchanges.

Registered Office: ‘Macropolo Building’, Ground Floor, Dr. Babasaheb Ambedkar Road, Lalbaug, Mumbai - 400 033.

For and on behalf of the Board  
(Dr. Bina Modi)  
Managing Director

Place : New Delhi  
Dated : February 7, 2020

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**GLOBAL OPERATIONS**  
**EXTRACT OF UNAUDITED CONSOLIDATED FINANCIAL RESULTS FOR THE QUARTER AND NINE MONTHS ENDED 31 DECEMBER 2019**

(₹ in Lakhs, except EPS)

Sl No.	Particulars	Quarter ended 31-Dec-2019	Quarter ended 31-Dec-2018	Nine months ended 31-Dec-2019	Year ended 31-Mar-2019
		Unaudited	Unaudited	Unaudited	Audited
1	Total income	71,499	69,773	208,384	273,544
2	Profit before exceptional items and tax	9,008	7,200	21,510	28,553
3	Profit before tax for the period after exceptional items	9,008	7,200	20,571	28,858
4	Profit after tax for the period attributable to the owners of the parent	6,011	4,545	15,864	19,253
5	Total comprehensive income attributable to owners of the parent	9,870	(127)	17,211	17,751
6	Paid-up equity share capital (Face Value Rs 2/- each)	6,309	6,303	6,309	6,305
7	Other equity (excluding Revaluation reserves)				132,490
8	Earnings per share (of Rs.2/- each)				
	Basic	^1.91	^1.44	^5.03	6.12
	Diluted	^1.91	^1.44	^5.03	6.11

(^ not annualised)

**INDIA STANDALONE**  
**EXTRACT OF UNAUDITED STANDALONE FINANCIAL RESULTS FOR THE QUARTER AND NINE MONTHS ENDED 31 DECEMBER 2019**

(₹ in Lakhs, except EPS)

Sl No.	Particulars	Quarter ended 31-Dec-2019	Quarter ended 31-Dec-2018	Nine months ended 31-Dec-2019	Year ended 31-Mar-2019
		Unaudited	Unaudited	Unaudited	Audited
1	Total income	26,545	22,565	67,497	86,371
2	Profit from ordinary activities before exceptional items and tax	7,281	2,642	9,648	9,735
3	Profit before tax for the period after exceptional items	7,281	2,642	8,709	9,735
4	Net Profit from ordinary activities after tax for the period	6,049	1,737	7,221	6,404
5	Total comprehensive income for the period	6,039	1,719	7,178	6,284
6	Paid-up equity share capital (Face Value Rs 2/- each)	6,309	6,303	6,309	6,305
7	Other equity (excluding Revaluation reserves)				61,373
8	Earnings per share (of Rs.2/- each)				
	Basic	^ 1.92	^ 0.55	^ 2.29	2.03
	Diluted	^ 1.92	^ 0.55	^ 2.29	2.03


(^ not annualised)

Notes:

- The above unaudited financial results have been reviewed by the Audit Committee and approved by the Board of Directors at their respective meetings held on 7 February 2020. The statutory auditors have carried out a limited review of the results for the quarter and nine months ended 31 December 2019.
- The above is an extract of the detailed format of the standalone and consolidated financial results for the quarter and nine months ended 31 December 2019 filed with stock exchange pursuant to Regulation 33 of the SEBI (Listing and Disclosure Requirements) Regulations, 2015.
- The full format of the standalone and consolidated financial results for the quarter and nine months ended 31 December 2019 are available on the Stock Exchange websites (www.bseindia.com and www.nseindia.com) and on the Company’s website (www.esselpropack.com).

Place : Mumbai  
Date : 7 February 2020

For Essel Propack Limited  
Vinay Mokashi  
Whole-time Director



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